

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

- 1           1.       (Currently amended) A method implemented by one or more  
2       computers of compensating a consumer for providing information to a first  
3       company, the method comprising:  
4           receiving a request to create a license, the license granting the first  
5       company the right to sublicense the information, the license obligating the first  
6       company to provide the consumer with a percentage of the monies that the first  
7       company receives for sublicensing the information;  
8           requesting information from the consumer, wherein the information  
9       includes areas of interest for the consumer;  
10          receiving the areas of interest from the consumer;  
11          requesting detailed information about the consumer;  
12          receiving the information, wherein the information includes the detailed  
13       information related to the areas of interest for the consumer;  
14          sublicensing the information to a second company; and  
15          providing the consumer with the percentage of the monies received for  
16       sublicensing the information to the second company.
  
- 1           2.       (Original) The method of claim 1, wherein receiving the request to  
2       create a license includes receiving a request to create a license that obligates the  
3       first company to provide the consumer with 40% of the monies that the first  
4       company receives for sublicensing the information.

1           3.       (Original) The method of claim 1, wherein receiving the request to  
2       create a license includes receiving a request to create a license that obligates the  
3       first company to provide the consumer with a first percentage of the monies that  
4       the first company receives for sublicensing the information if the consumer  
5       updates the information and a second percentage of the monies that the first  
6       company receives for sublicensing the information if the consumer does not  
7       update the information.

1           4.       (Original) The method of claim 1, wherein receiving the request to  
2       create a license includes receiving a request to create a license that obligates the  
3       first company to provide the consumer with a first percentage of the monies that  
4       the first company receives for sublicensing the information if the consumer  
5       updates the information within a first period of time, and a second percentage of  
6       the monies that the first company receives for sublicensing the information if the  
7       consumer updates the information within a second period of time, which is greater  
8       than the first period of time.

1           5.       (Original) The method of claim 1, wherein receiving the request to  
2       create a license includes receiving a request to create a license that obligates the  
3       first company to obtain the consent of the consumer to sublicense the information  
4       to a second company.

1           6.       (Original) The method of claim 1, wherein receiving the request to  
2       create a license includes receiving a request to create a license that obligates the  
3       first company to obtain the consent of the consumer to sublicense the information  
4       to a second company if the second company is in a first industry sector but not if  
5       the second company is in a second industry sector.

1           7.       (Original) The method of claim 1, wherein receiving the  
2 information includes receiving one or more of the following: marital status;  
3 spouse's name; home address; home phone number; business address; business  
4 phone number; email address; number of children; income level; employer name;  
5 and employment industry sector.

1           8.       (Original) The method of claim 1, wherein receiving the  
2 information includes receiving the information from a consumer computer via the  
3 Internet.

1           9.       (Original) The method of claim 1, wherein receiving the  
2 information includes receiving the information from a telephone.

1           10.      (Original) The method of claim 1, wherein receiving the  
2 information includes receiving the information from a handheld computer.

1           11.      (Original) The method of claim 1, wherein receiving the  
2 information includes receiving an area of interest provided by the consumer and  
3 then receiving information that is based upon the area of interest provided by the  
4 consumer.

1           12.      (Original) The method of claim 1, wherein receiving the  
2 information includes sending an email to a computer that includes a hyperlink.

1           13.      (Original) The method of claim 1, wherein the request to create a  
2 license is received before the information is received.

1           14.    (Original) The method of claim 1, wherein at least one term in the  
2   license is based upon the information.

1           15.    (Original) The method of claim 1, wherein at least one term in the  
2   license is based upon the information and wherein the request to create a license is  
3   received after the information is received.

1           16.    (Original) The method of claim 1, wherein the request to create a  
2   license is received after the information is received.

1           17.    (Currently amended) A method implemented by one or more  
2   computers of compensating a consumer for providing information to a first  
3   company, the method comprising:  
4           receiving a request to create a license, the license granting the first  
5   company the right to sublicense the information, the license obligating the first  
6   company to provide the consumer with a first percentage of the monies that the  
7   first company receives for sublicensing the information if the consumer updates  
8   the information within a certain time period and a second percentage of the  
9   monies that the first company receives for sublicensing the information if the  
10   consumer does not update the information within the certain time period;  
11           requesting information from the consumer, wherein the information  
12           includes areas of interest for the consumer;  
13           receiving the areas of interest from the consumer;  
14           requesting detailed information about the consumer;  
15           receiving the information, wherein the information includes the detailed  
16           information related to the areas of interest for the consumer;  
17           sublicensing the information to a second company; and

18 providing the consumer with either the first percentage or the second  
19 percentage of the monies received for sublicensing the information to the second  
20 company.

1 18. (Original) The method of claim 17, wherein receiving the request  
2 to create a license includes receiving a request to create a license that obligates the  
3 first company to obtain the consent of the consumer to sublicense the information  
4 to a second company.

1 19. (Original) The method of claim 17, wherein receiving the request  
2 to create a license includes receiving a request to create a license that obligates the  
3 first company to obtain the consent of the consumer to sublicense the information  
4 to a second company if the second company is in a first industry sector but not if  
5 the second company is in a second industry sector.

1 20. (Currently amended) A method implemented by one or more  
2 computers of compensating a consumer for providing information to a first  
3 company, the method comprising:  
4 receiving a request to create a license, the license granting the first  
5 company the right to sublicense the information, the license obligating the first  
6 company to provide the consumer with a first amount if the consumer updates the  
7 information within a certain time period and a second amount if the consumer  
8 does not update the information within the certain time period;  
9 requesting information from the consumer, wherein the information  
10 includes areas of interest for the consumer;  
11 receiving the areas of interest from the consumer;  
12 requesting detailed information about the consumer;

13        receiving the information, wherein the information includes the detailed  
14        information related to the areas of interest for the consumer;  
15        sublicensing the information to a second company; and  
16        providing the consumer with either the first amount or the second amount.

1            21.     (Original) The method of claim 20, wherein receiving the request  
2        to create a license includes receiving a request to create a license that obligates the  
3        first company to obtain the consent of the consumer to sublicense the information  
4        to a second company.

1            22.     (Original) The method of claim 20, wherein receiving the request  
2        to create a license includes receiving a request to create a license that obligates the  
3        first company to obtain the consent of the consumer to sublicense the information  
4        to a second company if the second company is in a first industry sector but not if  
5        the second company is in a second industry sector.